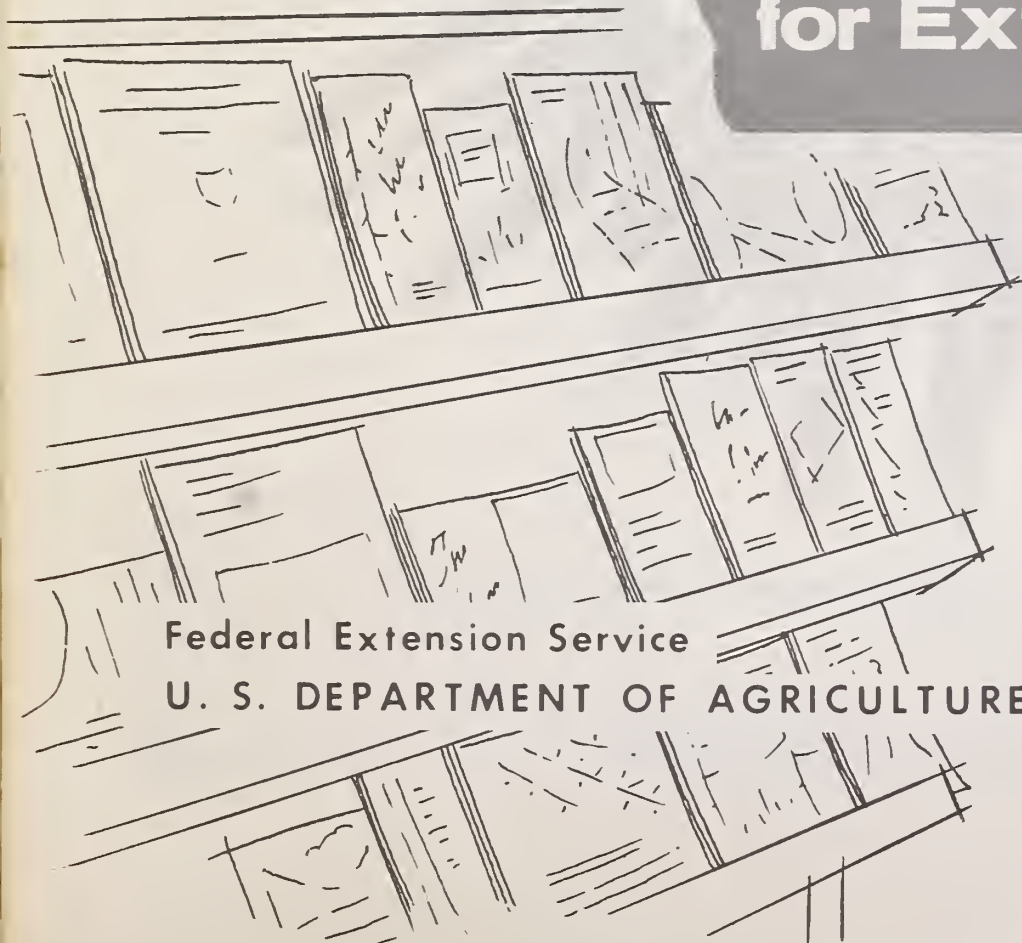
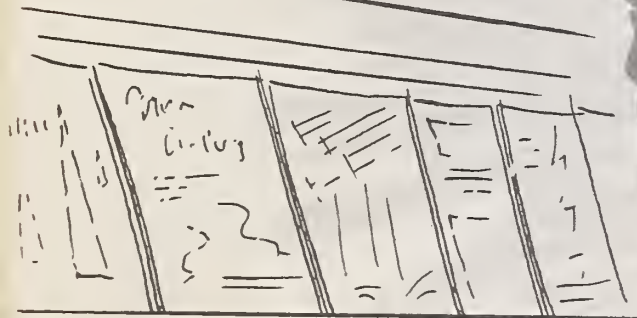
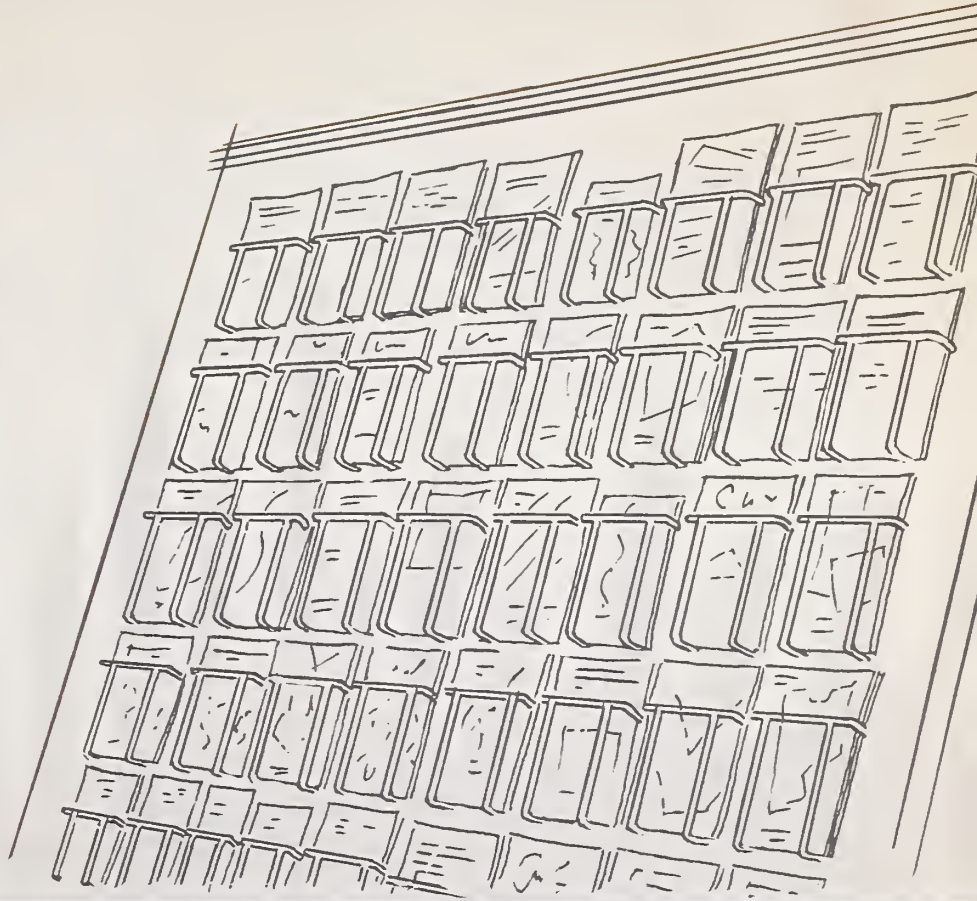
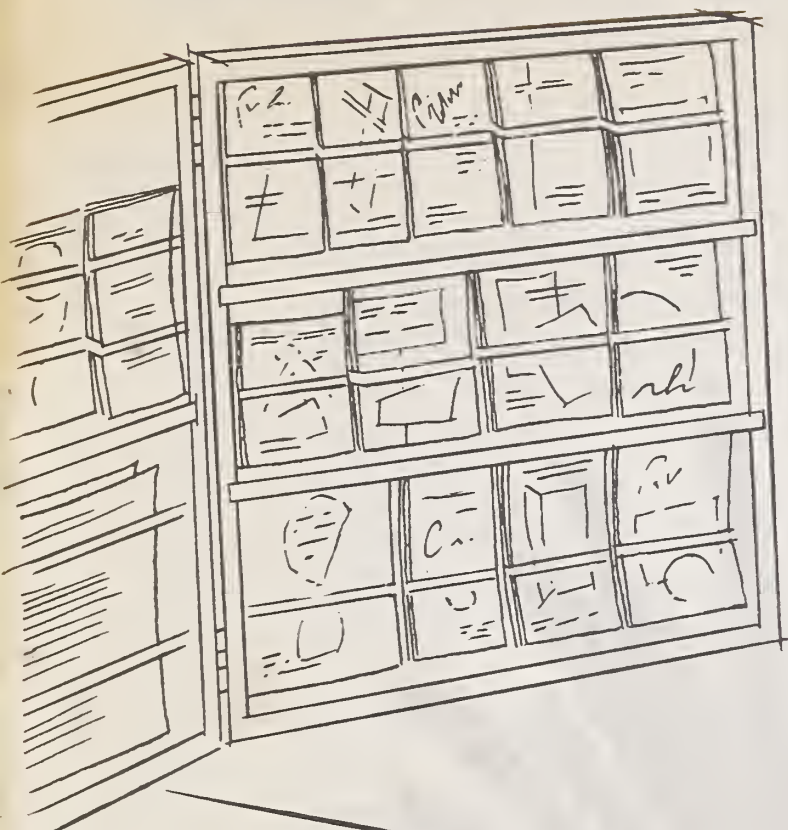
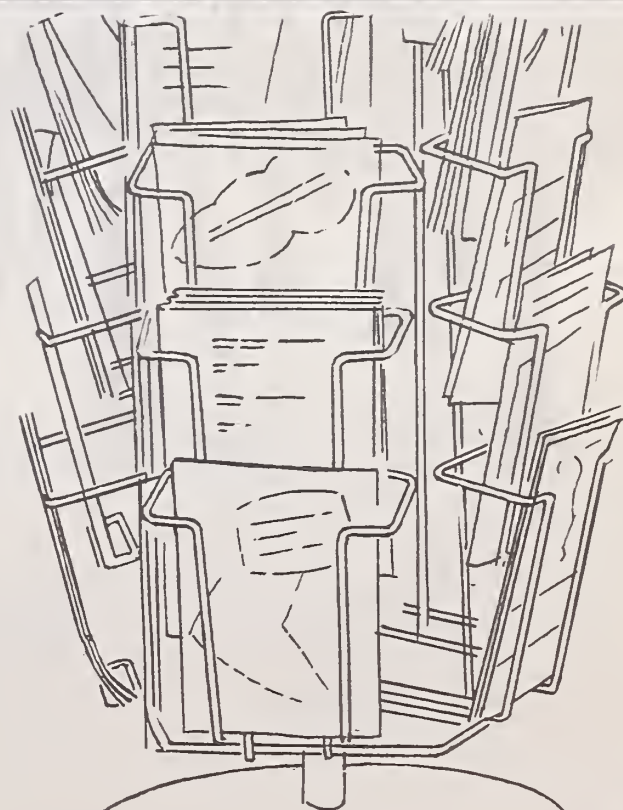


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BULLETIN DISPLAY RACKS for Extension Workers



Federal Extension Service
U. S. DEPARTMENT OF AGRICULTURE

About This Booklet

This booklet is meant for county agents and assistants in agriculture, home economics, and 4-H to help them improve their publications display racks.

Before any publication can do any good for any reader, it must somehow reach him. He must actually have it in his hands. This makes distribution one of the crucial steps in disseminating information through publications. After the distribution step, the reader must read the booklet, understand it, and put the information to use. But he can do none of these if he does not first receive the booklet.

This publication covers only one method of distribution—through bulletin display racks in county agents' offices or at meetings. You'll find 18 types of racks illustrated in picture-story form; they include permanent, portable, and commercial types. A list of materials or construction plans or both is given for some display racks. Many of them are simple enough for almost anyone to build without drawings.

You'll notice that many agents say they've increased bulletin distribution, often substantially, by improved display racks. You, too, can reach more people through printed publications with better display racks.

Acknowledgments

Ralph Salisbury, extension publications editor at Oregon State College, originated the idea for this booklet and gathered at least two-thirds of the examples given. To uncover them, he inquired of all county agents in Oregon, all 51 extension editors, and many commercial firms.

Because the subject was of interest nationally, the author offered to gather further examples and write the copy. Upon direct inquiry, about a dozen extension editors sent information or pictures on other types of display racks. As with everything worth while, this publication is the result of contributions by many persons.

USDA has no drawings or construction plans for these display racks.

Bulletin Display Racks for Extension Workers

Lyman J. Noordhoff
Information Specialist
Federal Extension Service

Permanent Racks

Popular All-Purpose Rack

This combination display and storage rack, designed by J. Robert Dodge, former USDA extension architect, has several good points:

1. It's small—only 5 feet 9½ inches tall, 4 feet wide, and 11 inches deep.
2. It's roomy—the five shelves can handle 40 different publications.
3. It'll handle any normal-size publication. The shelves have no dividers and are 12 inches tall; thus you can display booklets of any width and anything up to 12 inches tall. You can display a mixture of 4 by 9, 6 by 9, and 8½ by 11 sizes.
4. All of the front cover is in full view.
5. The booklets are easy to see since shelves are slanted to a 60° angle.
6. Building cost should be only about \$50.
7. You have storage space behind each shelf.

Perhaps these advantages explain why this model seems to be the most widely used.

Here is a list of materials:

TOP, SHELVES AND ENDS—No. 1 Pine Shelving
6 pieces 1 by 12 by 4 feet
2 pieces 1 by 12 by 6 feet

TOEBOARD—1 piece 1 by 4 by 4 feet

STIFFENERS AND LEDGES (rip for ledges)
8 pieces 1 by 2 by 4 feet

DISPLAY DOORS—¾-inch Interior Plywood
1 piece 4 by 8 feet

BACK AND LEDGE FACINGS, ⅛-INCH MASONITE, UNTEMPERED
1 piece 4 by 8 feet

NAILS

8d casing (60)
6d brads (108)
1-inch brad (120)

SCREWS

3½-inch No. 12 thread (10)

GLUE—Casein (for all joints)

FRICTION CATCHES—to hold doors in closed position (10) plus screws.

DOOR BRACKETS—to hold doors at 60° slope (10) plus screws.



Figure 1. About 40 different-sized publications can be displayed with all the front cover in full view on this compact rack.
Oregon Agricultural Extension Service

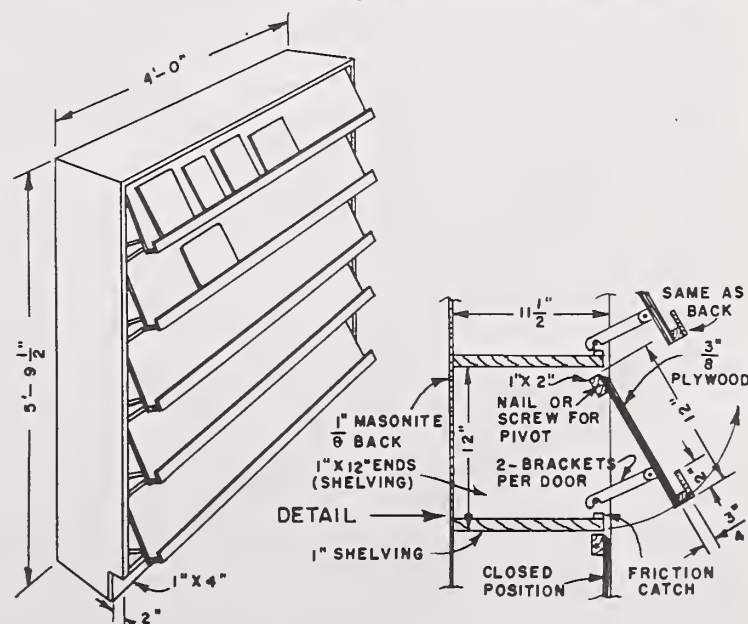


Figure 2. Working plans for do-it-yourself construction.
Oregon Agricultural Extension Service

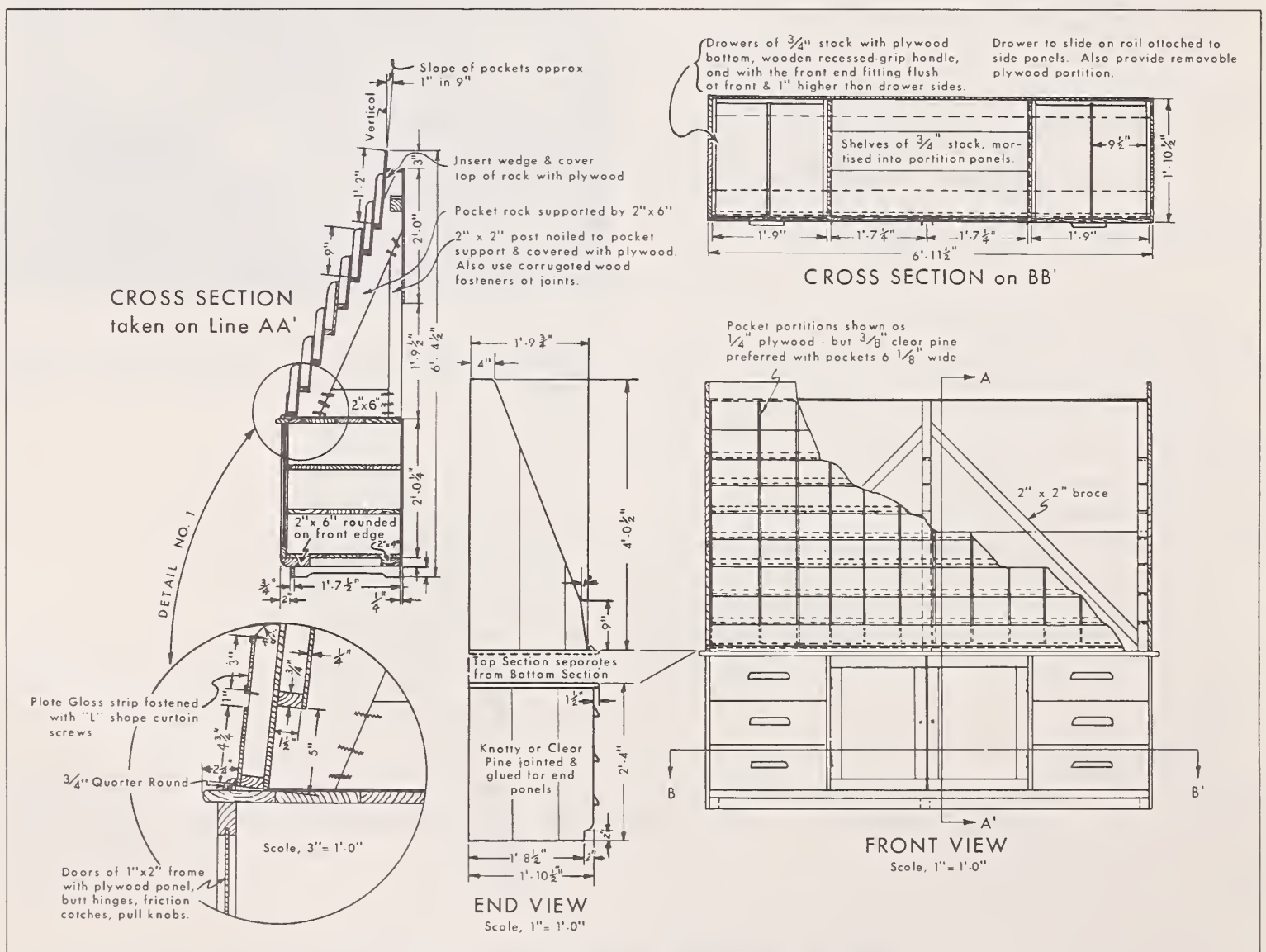


Figure 3. Ample storage space is provided behind the slanted shelves.

Oregon Agricultural Extension Service

Figure 4. Complete working drawings are given for the Wisconsin rack.

Wisconsin Agricultural Extension Service



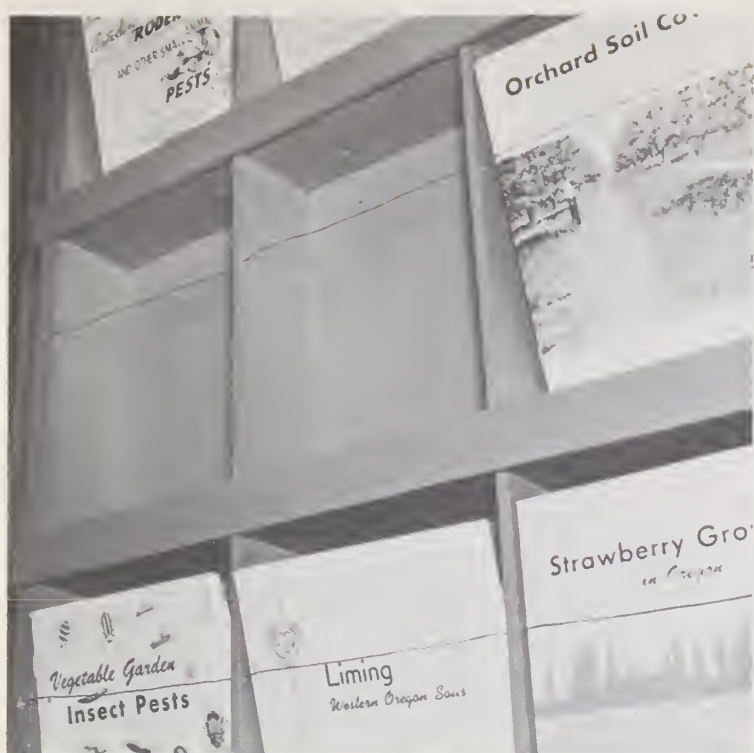


Figure 5. Details of storage space holding up to 300 copies—
Linn County, Oreg. Note wire holder.
Oregon Agricultural Extension Service

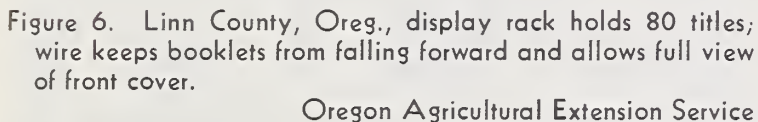


Figure 6. Linn County, Oreg., display rack holds 80 titles; wire keeps booklets from falling forward and allows full view of front cover.

Oregon Agricultural Extension Service

Fixed Slots With Storage

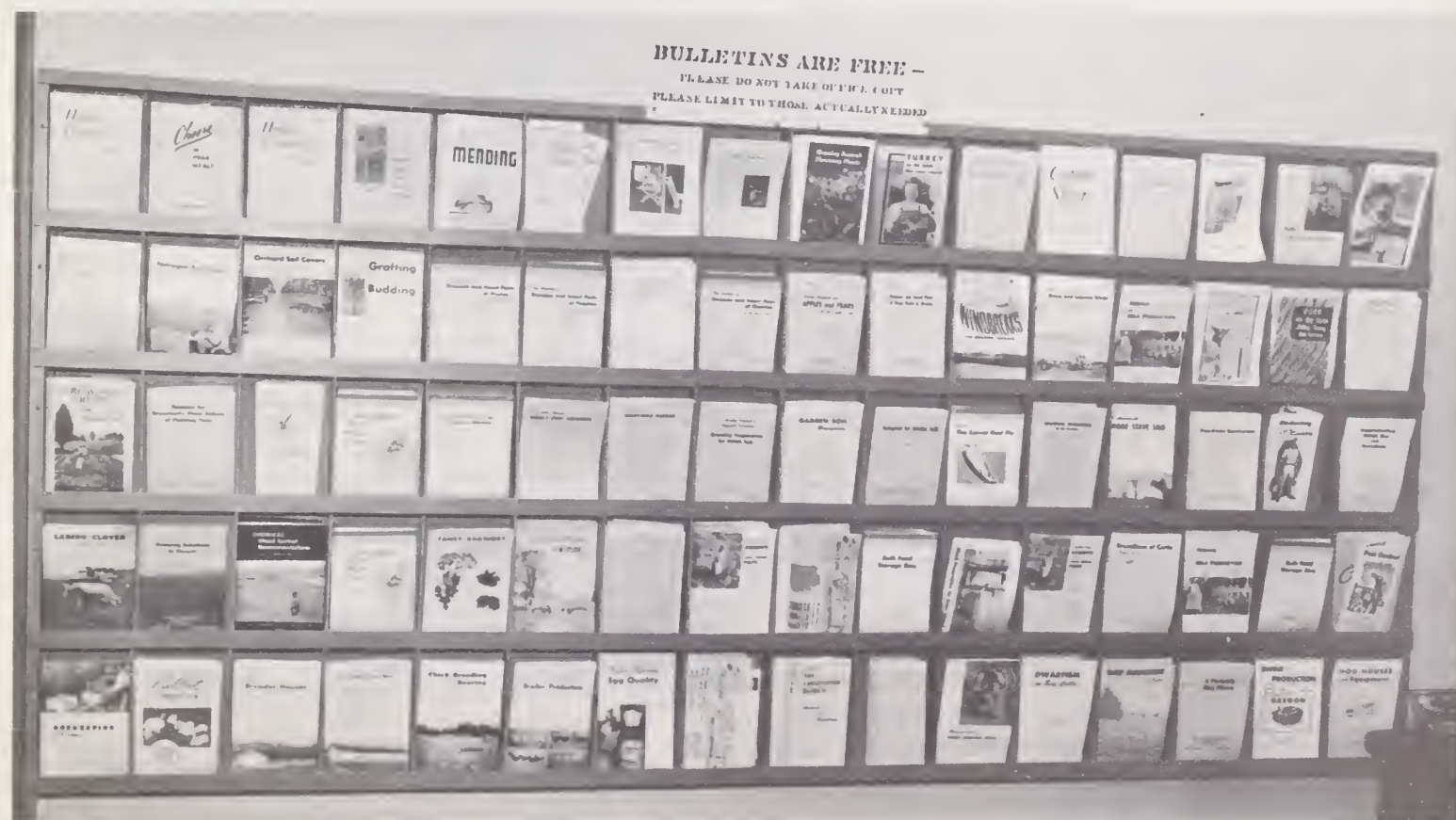
This combination display and storage rack holds 96 titles in an overall size of 6 feet 4½ inches tall, 7 feet wide, and 22½ inches deep. See figure 4. Ample storage room is provided on the three shelves below. The display unit above can be separated from the storage unit below.

Designed jointly by the Wisconsin State Soil Conservation Service and USDA Extension Service in 1946, the original rack was built in Sheboygan County. This type of rack has also been used in Louisiana, Delaware, and likely other States.

This rack has two drawbacks, though. You're limited mostly to the 6 by 9 size or smaller because the fixed wooden holders are that size. Only the two outside rows holding 16 titles are 9- by 9-inch size, with 4-inch added height available for display above the slot itself. This design will accommodate an 8½-by-11 publication, but it means that each booklet in the two outside rows covers up all but the top 2 inches of the booklet in the next tier above.

Also, only the top half of any 6-by-9 booklet can be seen, since a 4-inch plyboard strip covers the bottom of each 9-inch slot. You could easily revise construction plans to substitute a plateglass or clear plastic for the plyboard, as in figure 7.

Charles H. Ehm, East Pottawattamie County Extension Director, Iowa, and Youth Assistant Mark Stolze, adapted this rack to hold 225 titles, size 8½ by 11, and used it as a room divider also. During the 2 months after the new rack was built, they found that the number of booklets taken by office visitors had doubled.



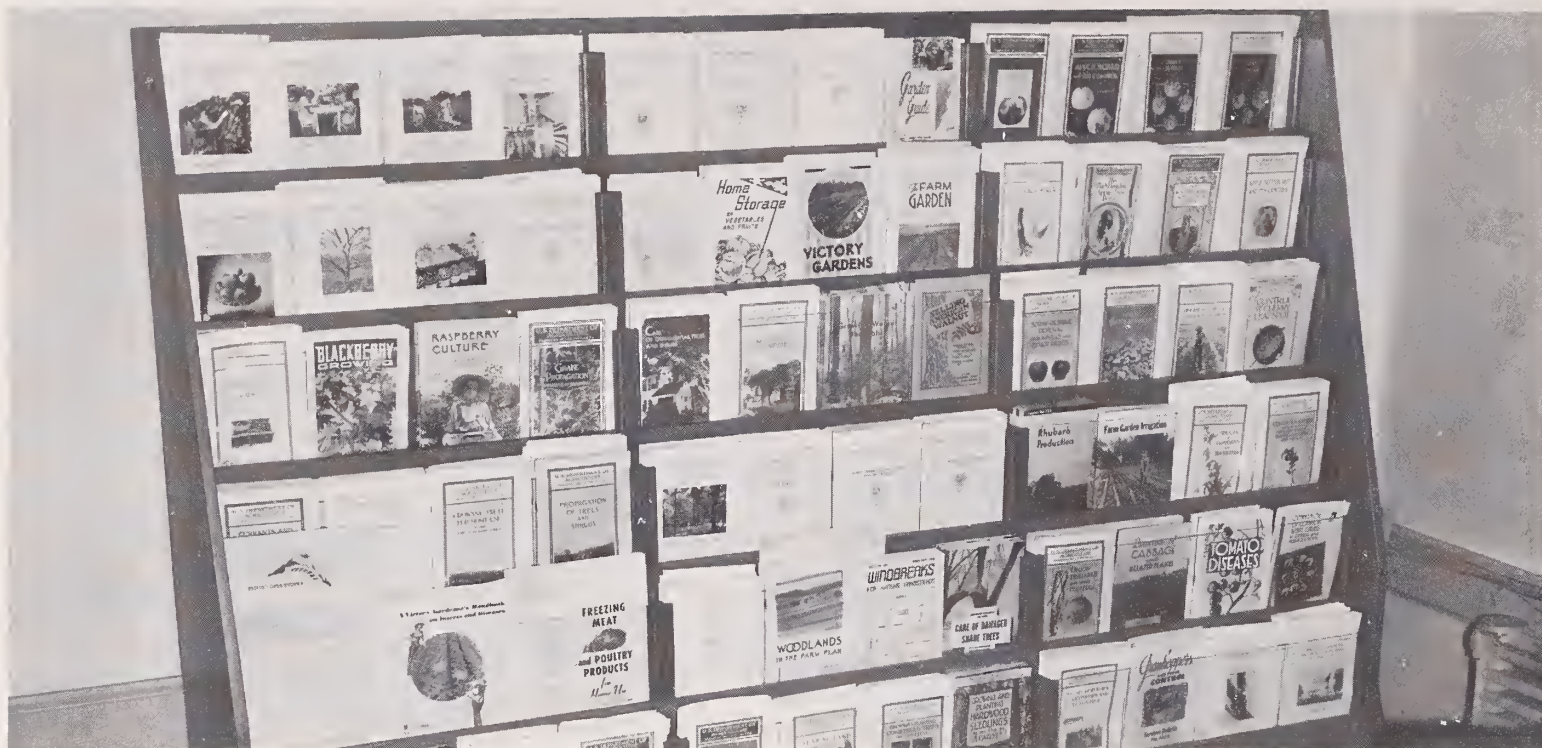


Figure 7. Plateglass holders allow a full view of these publications.

Kansas Agricultural Extension Service

Fixed Slots, No Storage

These models (figs. 6 and 7) copy the Wisconsin rack almost exactly, except they have no storage space at the bottom. However, each slot will hold from 50 to 300 copies of a publication, depending on thickness, since it is about 3 inches deep.

Notice two other features of these racks. First, each rack is built with holding slots all the same size. This need not be. You can build the slots of varying sizes so they'll hold different-size publication. Second, they have plateglass, plastic, wire, or a metal or wooden rod to hold the booklets in place. Thus you can see the entire front cover.

Size can be varied to fit your own needs, but these hold 72 or 80 different titles.

Pegboard and Wire Holders

You can display, store, and keep inventory on this 48-place display rack designed and built by County Extension Director James C. Hodges, Des Moines County, Burlington, Iowa. It's made of pegboard and wire racks, and can handle a mixture of different-size publications.

This rack displays booklets to full advantage; the wire holders let you see almost every bit of the front cover.

On storage space, each holder is deep enough to hold up to 50 usual-size publications—a several months' supply in most cases.

Hodges keeps an inventory sheet in every container, too. A count at the end of the month gives him the number distributed, the number left, and a good record of demand for each publication.



Figure 8. Let your publications exert their full pulling power as in this homemade pegboard-wire holder display rack from Des Moines County, Iowa.

Iowa Agricultural Extension Service



Figure 9. Bulletins say "Take me" on this display rack in the Muskingum County, Ohio, extension office. The rack, of pegboard and with two sizes of wire holders, resulted from a renovation project by the county commissioners. It is easily mounted on the wall and hangers can be arranged in any position.

Ohio Agricultural Extension Service

And the pegboard-wire rack construction lets you display any assortment of sizes on the same board. All of the racks are made for the basic pegboard hole arrangement (1 inch apart). The wire racks come in various sizes from most lumber companies and some of them are adjustable.

Hodges uses 48 racks for 9-by-12 publications. With smaller racks to fit smaller booklets, he could get many more than that onto the 6½- by 6½-foot display board. And he could position them in any way he chose.

This rack cost just under \$50 for materials, including nearly \$20 for the wire racks, and a few hours of Hodges' own time in his garage-shop. Anyone using simple tools could build one like it.

Hodges has added two wing racks to the basic unit and has built a small-size unit to fit into the trunk of his car. It works nicely to display a few booklets at a meeting.

It's also easy to mount this rack on the wall.

Pegboard and L-Hooks

You might try a different type of pegboard display—instead of placing booklets in wire holders, hang them from L-hooks. See figure 10. Advantages of this rack: (1) it's perhaps the easiest of all to build, (2) it's perhaps the lowest cost of any, (3) it displays the entire front cover of every booklet, and (4) it lets you display various sizes of booklets.

Another version of this type would be to use screw-hooks mounted on wooden strips fastened to the wall.



Figure 10. Alabama extension editors built this L-hook rack in only about 15 minutes. Total cost—about \$7. Materials: a 4-by 8-foot pegboard, 60 L-hooks, hanging wire, 2 molding hooks, and 5 small wooden blocks to hold the board away from the wall. Former Director P. O. Davis and editorial assistant Rosemary Burr examine a folder.

Alabama Agricultural Extension Service

Leaves Like Pages in a Book

Bulletin display racks with leaves that swing like pages in a book?

Why sure! Simply mount one edge of the panel securely to a supporting metal framework and display your booklets on both sides, using hooks or holders. Use as many panels or leaves as your space allows. Or you can buy a slightly different type with a four-legged base for the upright steel post and leaves.

You can probably display more publications in a given space with this type of rack than any other. The model in figures 11 and 12 holds a dozen copies each of more than 700 titles. The "pages" swing freely in a space 91½ by 5 feet—and 32 inches out into the room.

One drawback: only one person can conveniently look at any one page at one time.

Paul Watts, Harrison County Extension Director, Iowa, mounts 280 bulletins on similar panels on hinges. There are two sections on one wall and three on the opposite wall. Booklets hang on hooks.

In Dallas County, Iowa, County Extension Director Dwight Brown uses 1-inch boards 4 feet long by 10 inches wide—with about 6 inches between panels. In 22 feet of wall space, he has mounted 176 bulletins on these wooden "pages," plus space in the middle for his bulletin board with its calendar and current displays.

An expiration sheet near the bottom of each pile tells the office secretary at a glance when the supply of any booklet needs to be refilled.

Because he uses hooks, Brown can display any combination of different-sized booklets.

With this ready-to-read rack near the front door, Brown has found that "... more people stop to look over the bulletins."



Figure 11. County Agent Cecil Sanderson, Roberts County, S. Dak., displays more than 700 titles in this rack. The 20 leaves, 32 by 48 inches, provide 425 square feet of display space, using both sides.

South Dakota Agricultural Extension Service



Figure 12. Closeup showing method of supporting display leaves. One leaf has been removed to show how it hangs on the frame. This model was built in 1952 for \$150.
South Dakota Agricultural Extension Service

Custom-Built Metal Rack

Maybe some office equipment company can help solve your bulletin display problem. This approach worked nicely for Bert Tomlinson, county agent-manager, Cape Cod Extension Service, Barnstable, Mass.

When planning for a new office in 1956, the county staff wanted to display more than 300 kinds of bulletins and provide a reserve supply, but without labeling the compartments. Strangely, a well-known office equipment firm had nothing to meet these requirements, nor did other extension organizations.

Tomlinson had seen a wooden rack which seemed to solve the problem. He sketched it for the office equipment representative and explained it verbally. It was to be built of metal, not wood. In a few weeks the company's engineering department had delivered working plans to the architect. After a few minor changes he OK'd them and the contract for racks was let.

We have found this new bulletin rack one of our greatest attractions for visitors, says Tomlinson. Many of them are pleased to find so many kinds of bulletins on display. As a result we are distributing three to five times more literature than we did before.



Figure 13. This metal rack was built to order for new quarters of the Cape Cod County Extension Service, Massachusetts. They're now distributing three to five times as many publications as before.

Massachusetts Agricultural Extension Service



Figure 14. Another method used in Winona County, Minn. is to staple $8\frac{1}{2}$ by 11 manila envelopes together with each overlapping the other by about $2\frac{1}{2}$ inches. The entire assembly is held on the pegboard rack with a coat hanger. With this system you can easily display many publications in a small space.

Minnesota Agricultural Extension Service

Promote One Booklet

To focus attention on one certain publication, you might consider the "New—Take One" rack. It's 61 inches high; this means the 14- by 22-inch display board is mounted at about eye-level height. The clips holding the publication in place are designed to hold any size from 6 by 9 inches to $8\frac{1}{2}$ by 11 inches.



Figure 15. This display rack commands people's attention if properly located.

Kansas Agricultural Extension Service

Portable Types

Homemade and Handy

With a portable display rack, you can distribute publications at meetings as well as in your office. This gives much more flexibility to your distribution work. If need be, you can even send the display rack to meetings which you can't attend.

It's easy to display booklets attractively at meetings with a portable rack. And you reach more people with useful information. Farm Advisor Ralph Pfost, Fresno County, Calif., has distributed more publications with the help of a portable display case than

ever before. He says that ranchers look them over carefully and take only those needed.

Fresno County cases have all been made in spare time by the extension assistant.

If this case is too large, you might use two panels instead of four.

Shelves in three sections are spaced to hold 6- by 9-inch or 4- by 9-inch publications, while the other section holds $8\frac{1}{2}$ by 11 and larger size booklets. They're held in place by $\frac{1}{4}$ -inch elastic material. There's room for about 42 titles—a small supply of each.



Figure 16. In this portable rack from California, each of the 4 sections measures 25 by 30 by 2 inches. Sections are hinged in pairs and pairs are hinged to the 8-inch centerboard. Opened size—108 inches.

California Agricultural Extension Service

Here's a list of materials:

CENTER BOARD— $\frac{1}{2}$ by 8 by 30 inches.

EDGES of each panel:

$\frac{3}{8}$ by 2 by 30 inches on the two sides.

$\frac{3}{8}$ by 2 by 25 inches for top and bottom.

PLYWOOD BACKING, each panel— $\frac{3}{8}$ by $29\frac{5}{8}$ by $24\frac{5}{8}$ inches.

SHELVES— $\frac{3}{8}$ by $1\frac{3}{4}$ by 25 inches.

Piano and butterfly hinges, handles, screen door catch, paint or varnish. All corners are mitered, glued, and nailed.

Bill Fitzgibbon, former assistant county agent, Pinal County, Ariz., built a similar portable case. It held 32 publications, 6 by 9 size only, on L-hooks—about 20 copies on each hook. Overall measurement when open was 56 by 40 inches; the center panel was 28 by 40 inches, with each wing 14 by 40 inches.

Pennsylvania wildlife specialist Bob Wingard and staff artist Vic Stephen have built another similar display—for exhibits in their case. They needed only 7 hours of time and less than \$10 for materials. The four panels, each 22 by 28 inches, fold together as an accordion fold.

Actually, this model is somewhat dual purpose. The two center panels are pegboard, already suited for displaying booklets or hanging models and specimens as part of an exhibit. The pegboard can be covered with a piece of showcard board to make all four panels for exhibit use. Or you can use pegboard backing entirely and use the rack only for displaying bulletins.



Figure 17. When closed, this rack measures 25 by 30 by 8 inches. Besides the hook, Pfost uses a U-shaped, tight-fitting, padded piece of strap iron to keep the rack closed while carrying it in the back seat of his car.

California Agricultural Extension Service



Figure 18. When finishing a farm call, Pfost (who specializes in poultry) washes his boots and answers the farmer's questions at the same time. California Agricultural Extension Service

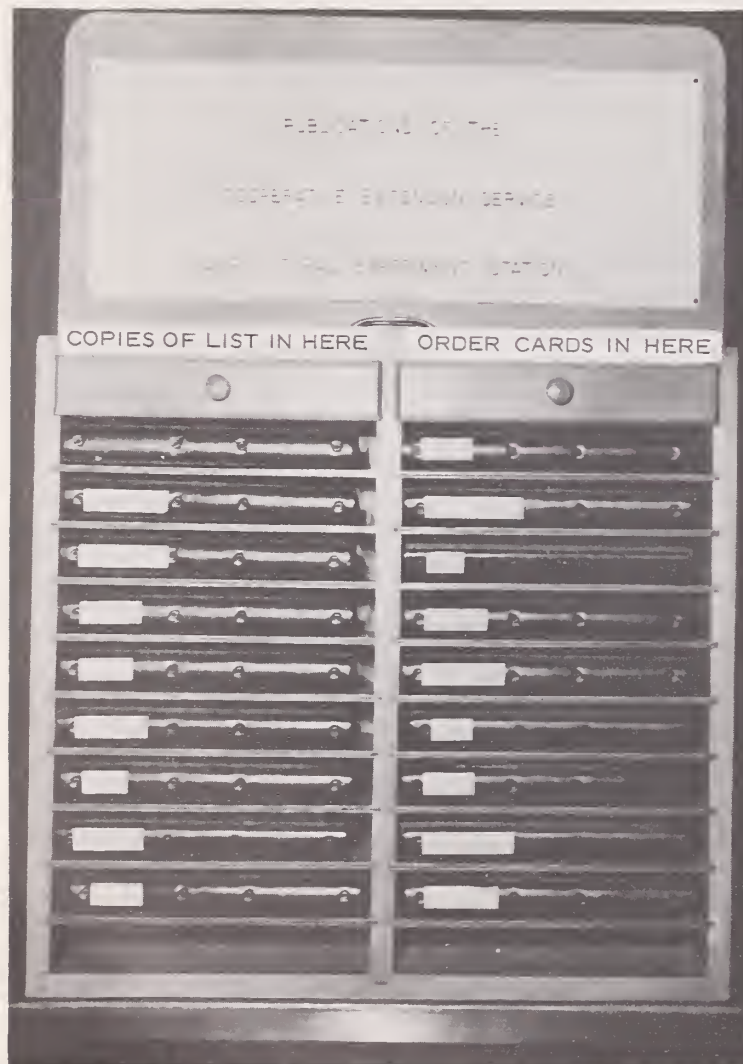


Figure 19. In this portable rack from New Hampshire, one sample copy of every publication is filed in the folders. After folks have examined them, they can order from blanks provided with the display. All extension and experiment station publications are included.

New Hampshire Agricultural Extension Service

Rotating Sign Behind

Another version of the California rack, used formerly in USDA, is a three-section affair with a circular sign rotating behind the center panel. Through an opening, viewers read the words "Choose Yours Now—Place Request Here" as the words rotate past the opening. A fractional-horsepower motor moves the circular sign.

This type might be more useful at a county fair where folks order booklets from an unattended booth.

Take Your Pick and Order

For field meetings Washington State has built a four-section portable rack from 1/2-inch plyboard. Overall size is 3 by 10 feet. Ordinary key chains hold sample copies of publications which visitors may order. All sizes are displayed. Requests are forwarded to county agents who fill them. Many women order booklets. Total requests for any meeting range from 100 to 400 . . . excellent response, say Washington folks.

Portable Racks in Banks

We certainly are distributing more booklets, reports Cy Bish, Lancaster County agent, Nebraska, after 7 of 13 banks in the county accepted our offer to furnish and stock a portable display rack.

The 2- and 4-foot pegboard racks with aluminum or wood frame cost only about \$5 each to make. About 12 booklets of various sizes are displayed and they're changed regularly to maintain a timely, seasonal assortment. A small supply hangs from L-hooks for folks to take their own copies. The county agent's name and address is stamped on each copy. A semi-circular sign above the rack identifies the county extension service.

Commercial Models

Several companies manufacture the types of commercial display racks mentioned here. For names of several manufacturers, write to Publications Leader, Division of Information Programs, Federal Extension Service, U.S. Department of Agriculture, Washington 25, D.C.

Perhaps the racks are also available locally through the company's distributor, or can be made at reasonable cost in your town.

Display racks with leaves that "swing like pages in a book" (p. 8-9) can be purchased.

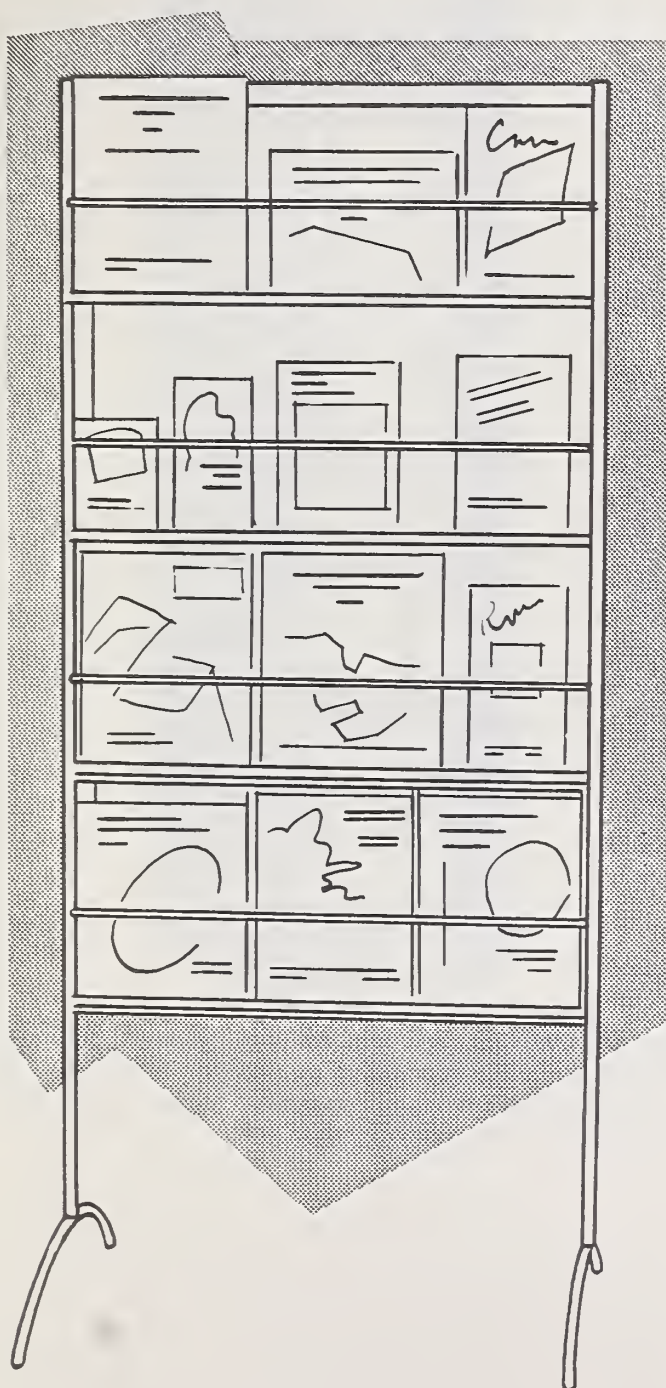


Figure 20. Metal floor rack, about 27 by 60 inches, holds about 25 booklets, up to 12 inches tall and of varying widths, with all covers in full view. Booklets are separated by sliding adjustable dividers mounted on wire holding unit. One model has shelves on both sides of rack—another has adjustable shelves. Thumbtack board filler or pegboard. Cost—\$20 to \$25.



Figure 21. This compact display rack uses a minimum of space since it pivots on its base. You can display 50 titles in full view, with room for about 30 copies of each booklet in the wire holders. However, these holders are 7 by 10 size and accommodate only 6 by 9 size booklets. The rack is easily moved.

Jerry Webb (above), assistant agent, Pike County, Mo., ordered this \$25 rack through a local drugstore. Jerry finds this rack is quite an attention-getter; as a result extension agents are distributing more booklets.

Missouri Agricultural Extension Service



Figure 22. Metal counter rack, about 15 inches wide, has sliding adjustable dividers to keep pamphlets separate. Rack can be placed on counter or hung on wall. Capacity—10-15 titles. Cost—about \$4. Some models are plastic.

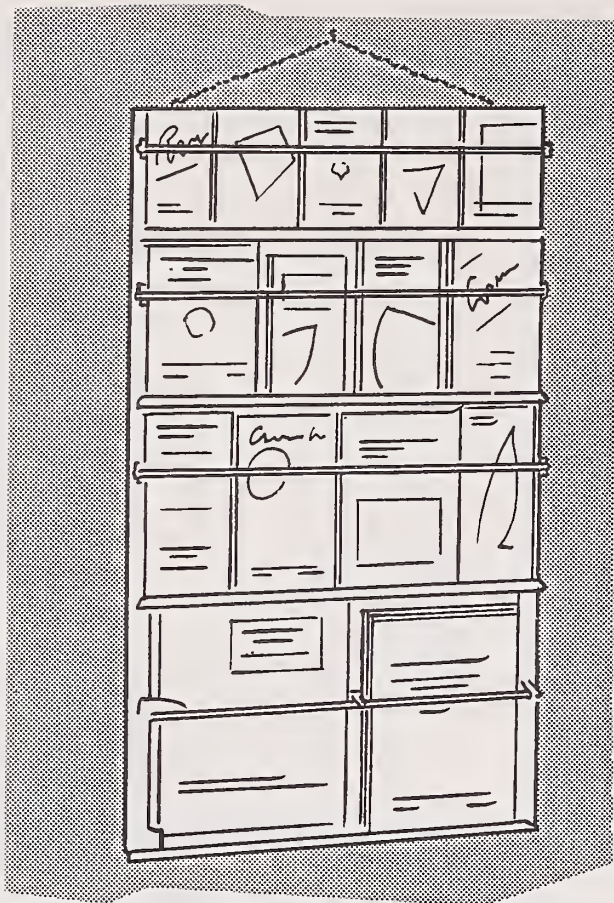


Figure 23. Metal wall rack, about 20 by 36 inches, has sliding dividers which can be quickly adjusted to width of booklets. Shelves are spaced to hold different height publications. Capacity—15–25 titles. Cost—about \$7.

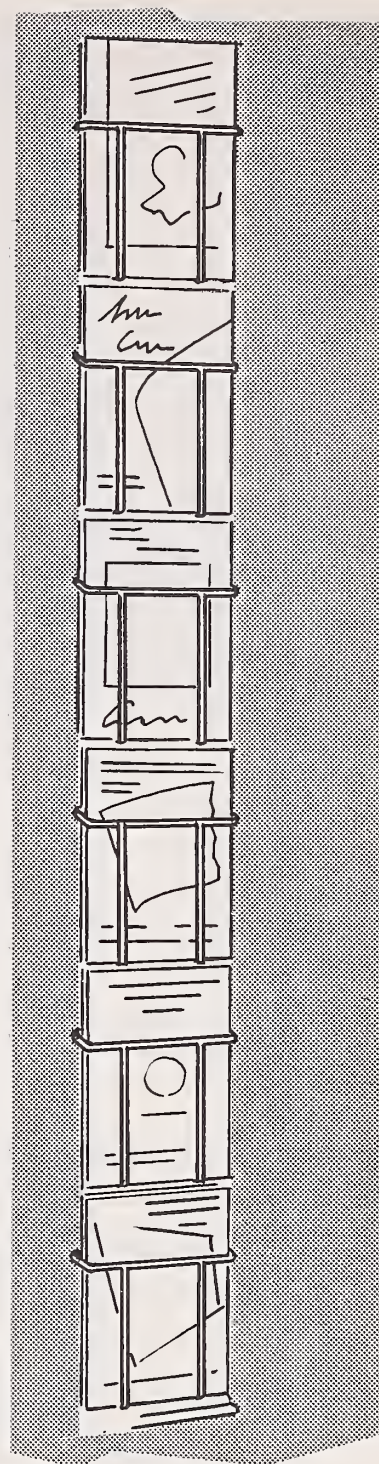
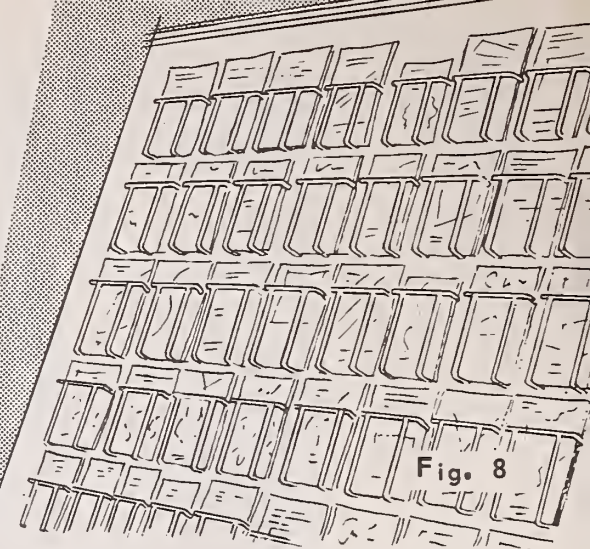


Figure 24. Wall display rack for 6 by 9 jobs. This model, about 7 by 60 inches, has 6 wire holders $1\frac{3}{4}$ inches deep. Two similar vertical types, not shown, display 4 by 9 folders and $8\frac{1}{2}$ by 11 booklets in metal slots.



The "best" four....

(shown on front cover also)

What makes an "ideal" display rack?

...it's compact, space-saving

...displays many booklets

...handles different sizes

...shows entire front cover

...has storage space

...is low-cost, sturdy

...can be home-built

Each of the "best" four has several of these advantages.

